



## Marketing Information and Practices Policy and Procedure

### Purpose

To ensure the marketing and promotion of the courses and services provided by United Colleges of Australia is conducted in an ethical way and is consistent with Australian Consumer Law, the Standards for RTOs 2015 (SRTO 2015) and Smart and Skilled Operating Guidelines. The promotional materials must be accurate and factual and in line with the Australian Consumer Law.

### Scope

This policy applies to staff members involved in the marketing and promotional activities of the college.

### Definitions

College	United Colleges of Australia
SRTO:	Standards for Registered Training Organisations 2015
ACL:	The <b>Australian Consumer Law</b> sets out consumer rights that are called consumer guarantees. These include rights to a repair, replacement or refund as well as compensation for damages and loss and being able to cancel a faulty service.
ASQA:	Australian Skills Quality Authority
NVETR Act:	National Vocational Education and Training Regulator Act 2011
RTO:	Registered Training Organisation
AQF:	Australian Qualifications Framework

### Policy

The college will ensure its compliance with clause 4.1 RTO Standards 2015, which include:

- It only advertises the training products within its scope of registration and provides accurate and factual information about its services.
- It includes the RTO Code in all its marketing and promotional materials.
- It includes another person or organisation in its marketing materials when a written consent has been acquired from the relevant party.
- It only uses NRT Logo in accordance with conditions of use as specified in Schedule 4.
- It makes it clear if there is a third party recruiting prospective learners on behalf of the college.
- It makes it clear if the college is delivering training and assessment on behalf of another RTO or if a third party is delivering training and assessment on behalf of the college.
- It clearly distinguishes between accredited training and assessment that will lead to the issuance of AQF certification documentation and non-accredited training.
- It includes the code and title of training product as set out in the National Register (TGA).
- It advertises or markets non-current training product whilst it remains on the college's scope of registration.
- It advertises or markets a training product that will enable learners to obtain a licensed or regulated outcome once a written confirmation is acquired from the industry regulator in the jurisdiction in which it is being advertised.



- It includes details of VET FEE HELP, government funded subsidy or other financial support arrangements associated with the college's provision of training and assessment.
- It will not guarantee that:
  - A learner will successfully complete a training product
  - A learner will be able to complete a training product in a way that is conflicting to the requirements outlined in the Training and Assessment Strategy (TAS)
  - A learner will obtain a particular employment outcome where it is outside the control of the college.

The college will ensure that its marketing practices align with Smart and Skilled Operating Guidelines, which include the following:

- It develops and implements strategies for effective marketing and promotion of Smart and Skilled including all of our approved qualification. Evidence of the implementation of the strategies is secured for audit purposes. This requirement is not applicable if the financial cap has been exceeded or likely to be exceeded.
- It will not use any logo, product names, icons, trademarks or other intellectual property of the NSW Government without written permission.
- It will include this statement in our marketing and promotional materials "*the training is subsidised by the NSW Government*".
- It will not provide any incentives (e.g. financial or other incentives) or other inducements to prospective students for the purpose of enrolling them into the course.
- It includes a direct link of Smart and Skilled website.
- It includes the following information on the website:
  - The details of all of the approved qualifications
  - The details of the notification of enrolment process and the college's enrolment process including information and evidence to be provided (e.g. Privacy Consent from Smart and Skilled)
  - The process for obtaining a Unique Student Identifier
  - The student information, which must include:
    - The fee information, in line with the Fee Administration Policy from Smart and Skilled.
    - Information regarding RPL, Credit Transfer, deferring or discontinuing subsidised training (including implication on fees)
    - VET Student Loan Program information (if applicable)
    - Consumer protection information
    - Third party information (if applicable)
    - What the enrolled student should do if they want to defer or discontinue their training
    - How to access support and assistance during the training
    - Contact details for various support services (e.g. interpreter services)
  - Information on the additional support that the college can offer to students who experience disadvantage including students with a disability

This practice aims to meet the requirements as outlined in Paragraph 1.4 & 5.2 of Smart and Skilled Operating Guidelines.



## Procedure

<b>Marketing Materials Development and Distribution</b>	<b>Responsible Person</b>
1. The Marketing Manager will create a draft version of marketing and promotional material.  Access to relevant Training and Assessment Strategy (TAS) and Marketing Audit Checklist to ensure consistency of information and compliance against our regulatory and legislative requirements.	Marketing Manager
2. The draft version is to be submitted to the CEO or its delegate for review and comment.	CEO or its delegate
3. If adjustments are required, the draft material is to be returned to Marketing Manager for the necessary update.	Marketing Manager
4. The final version of the marketing material is resubmitted to the CEO or its delegate for final approval	CEO or its delegate
5. If no further adjustments are needed, the marketing material will be signed off by the CEO or its delegate and the Approval Record Form is to be completed.	CEO or its delegate
6. To ensure the latest/correct version is used, all relevant staff are to be informed.	CEO or its delegate
7. All third parties who recruit prospective students on behalf of the college (e.g. education agents) are to be informed of the latest/current marketing materials	Marketing Manager

<b>Gaining Consent</b>	<b>Responsible Person</b>
1. If testimonials, images or other works are used from an individual/organisation, a written consent is required from the relevant party by completing the Marketing Consent Form.	CEO or its delegate
2. The completed Marketing Consent Form is to be stored in each individual/organisation folder.	CEO or its delegate
3. If disapproval is expressed by the relevant party, the college will ensure that their testimonials, images and/or other works are not used in the marketing and promotional materials.	CEO or its delegate



### Related Documentation

- Marketing Audit Checklist
- Approval Record Form
- Marketing Consent Form

### Document Control

Policy Owner:	United Colleges of Australia
Endorsed By:	CEO
Person Responsible for Implementation:	Marketing Manager
Endorsement Date:	October 2022
Version:	1.0